



**INDUSTRY**

Media and Entertainment

**PROJECTS**

Advertising Campaign

- Print
- Online
- Out-of-Home
- Collateral
- Online Communications
- Direct Mail

## PR Newswire

Public Relations, marketing and advertising professionals rely on PR Newswire to get their messages heard — quickly, accurately and to the right audience, worldwide. So when they wanted to spread the word, globally, about their unparalleled suite of products and services, PR Newswire reached out to Brainforest to build an integrated campaign that highlighted the abilities PR Newswire has to support their members’ communications needs.

The “Increase your \_\_\_\_\_ ability” campaign uses beautiful (and a bit quirky) images that bring to life the different ‘abilities’ that PR Newswire possesses and how they can help their members increase their own abilities. Using print, web banners, Times Square video billboard, email blasts and direct mail, this engaging creative reaches all of PR Newswire’s clients and has helped them secure qualified leads.

**Brainforest is a creative agency rooted in strategy.** Your brand has fleeting,

valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

**To begin creating your own success story, contact Nils Bunde at 312.492.6600 or [nils.bunde@brainforest.com](mailto:nils.bunde@brainforest.com)**

**BRAINFOREST™**  
a creative agency rooted in strategy

[www.brainforest.com](http://www.brainforest.com)